

# PAN ATLANTIC RESEARCH

PO Box 527  
Portland, Maine 04112  
(207) 221-8877  
[www.panatlanticresearch.com](http://www.panatlanticresearch.com)

# 67th OMNIBUS POLL™

“The Benchmark of Maine Public Opinion”  
December, 2025

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# I. Background

- Pan Atlantic Research is a Portland, Maine based, **independent** marketing research and consulting firm which is currently in its 40<sup>th</sup> year of successful operation.
- This Omnibus Poll is the **67th** poll in a series of statewide polls conducted by Pan Atlantic Research on public policy, business, economic, and technology issues.
- Information contained in the Omnibus Poll is developed and intended for clients of Pan Atlantic Research, the media, and the general public.
- **The research conducted for this Omnibus Poll Report was not commissioned or paid for by any clients or other parties.** Proprietary research collected on other matters for clients is not included in this report and is the sole property of those clients who commissioned it.
- For further information about the poll or usage thereof, please contact Jason Edes, President, at (207) 221-8877 or by email at [jedes@panatlanticresearch.com](mailto:jedes@panatlanticresearch.com).

## II. Methodology

- The 67th Pan Atlantic Research Omnibus Poll™ was conducted between November 29<sup>th</sup> and December 7<sup>th</sup>, 2025.
- A randomly selected sample of 1075 Mainers age 18 or older was recruited online using a panel provided by our vendor partner Dynata, a highly respected national research panel provider. Respondents who indicated that they were "likely," "very likely", or "certain" to vote in November 2026 were asked all questions on the survey, while others were asked only for demographic information for weighting purposes.
- Data were weighted using US Census Bureau data to match the composition of Maine's voting-age population based on Congressional District, age, education, and gender.
- **The result is a sample of 820 likely voters, with a margin of sampling error of 3.7% at the 95% percent confidence level.**

## II. Methodology

- The full survey was administered only to those who fulfilled the following criteria:
  - Are “certain,” “very likely,” or “likely” to vote in the 2026 November election
  - Are registered to vote in Maine
  - Are ages 18 and older
  - Do not, nor does anyone in their household, work for a market research, advertising or media firm.
- It should be noted that figures may not always equal 100.0 percent due to the rounding of decimals.

## II. Methodology

- The results are broken out by various demographic subsamples, including Congressional District, political party affiliation, age, education, income, and gender. The margins of error for specific sub-samples are higher than the  $\pm$  3.7% margin of sampling error for the entire sample.
- Finally, we note that as with all surveys, these results are indicative of public opinion at a singular point in time and do not seek to project final election results.

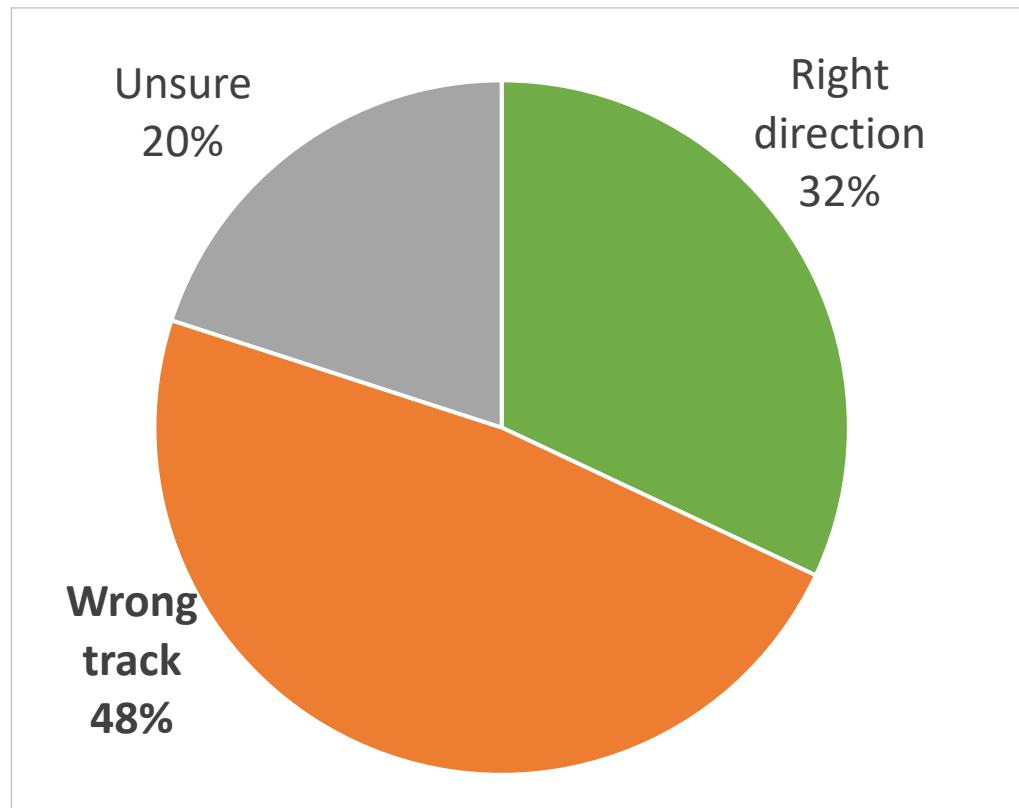
## III. Pan Atlantic 67th Omnibus Poll Results:

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### National and State Political Climate

# Direction of the State

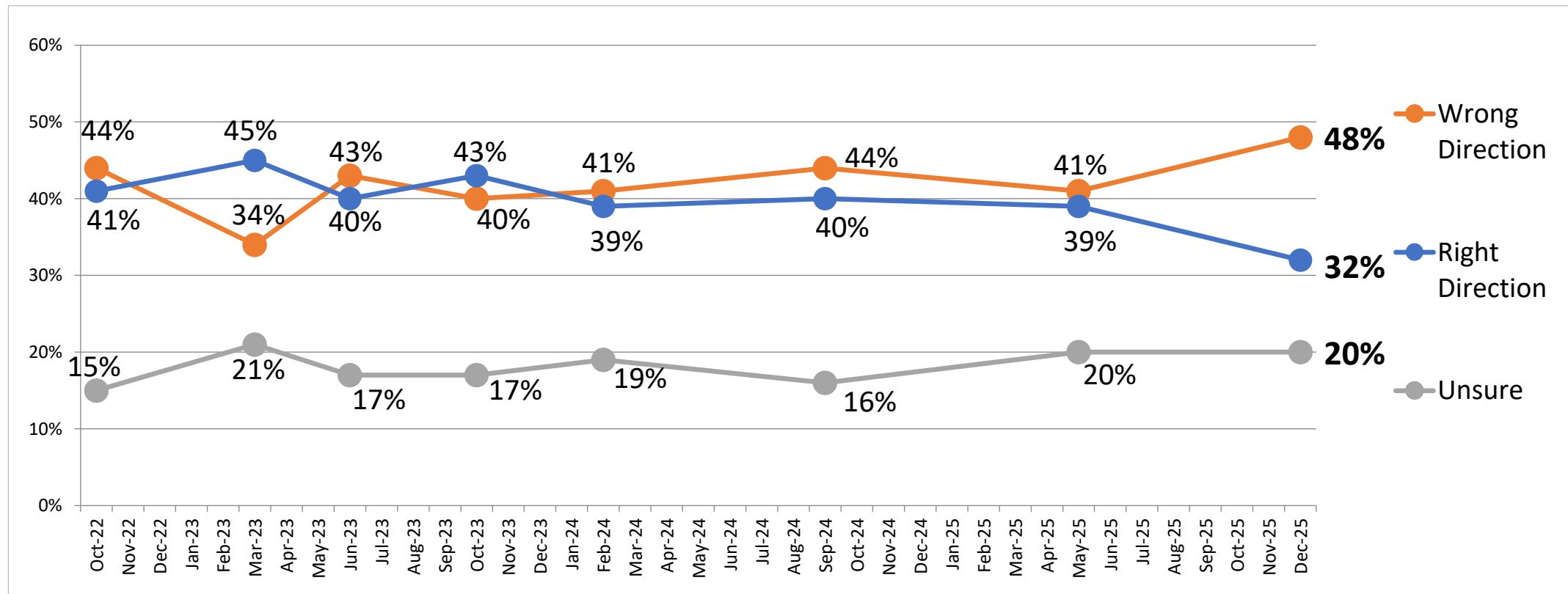
Nearly half of respondents (48%) indicated that they feel that things in the State of Maine are off on the “wrong track,” while 32% feel that things are generally headed in the “right direction.”



- This is the highest proportion of respondents saying “wrong track” recorded in the past three years.
- 20% of respondents are “unsure” on this question.
- 55% of Democrats said that the state is headed in the right direction compared to 20% of Independents and only 19% of Republicans.
- *All in all, do you think things in the State of Maine are generally headed in the right direction, or do you feel things are off on the wrong track?*

# Direction of the State - Trend

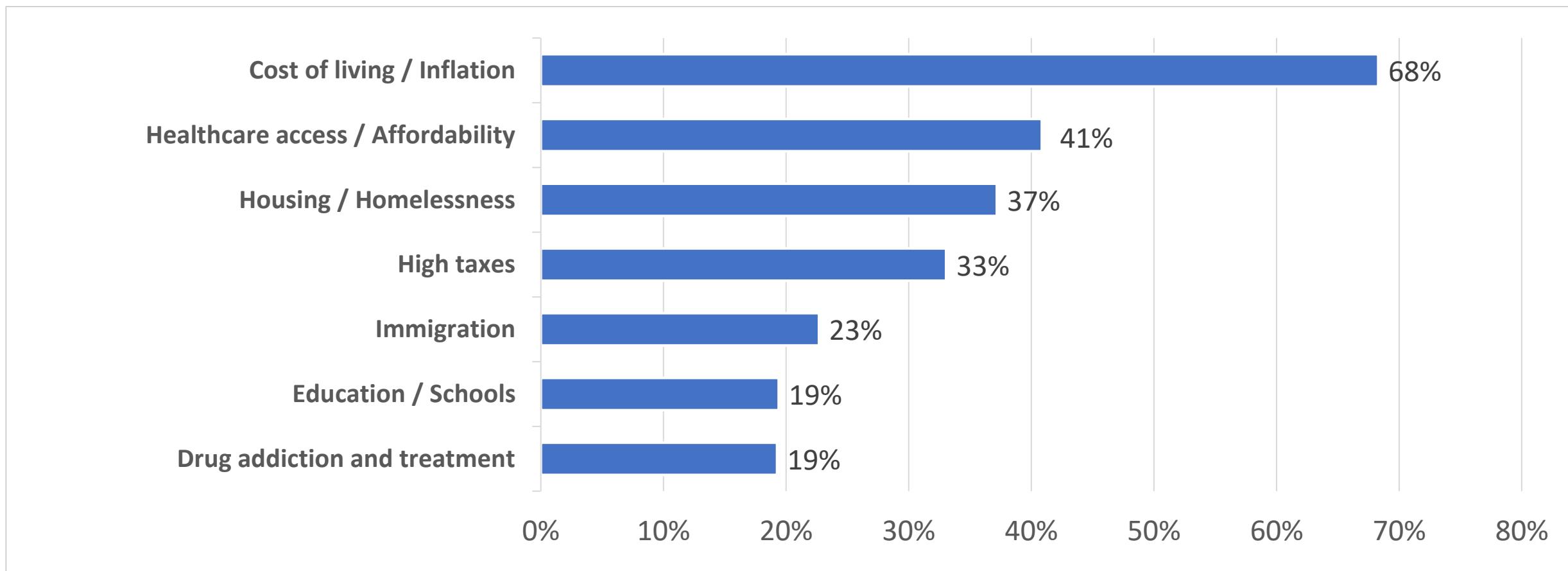
Since October of 2022, the proportion of respondents perceiving that the State is headed in the right direction has declined from 41% to 32%.



- All in all, do you think things in the State of Maine are generally headed in the right direction, or do you feel things are off on the wrong track?*

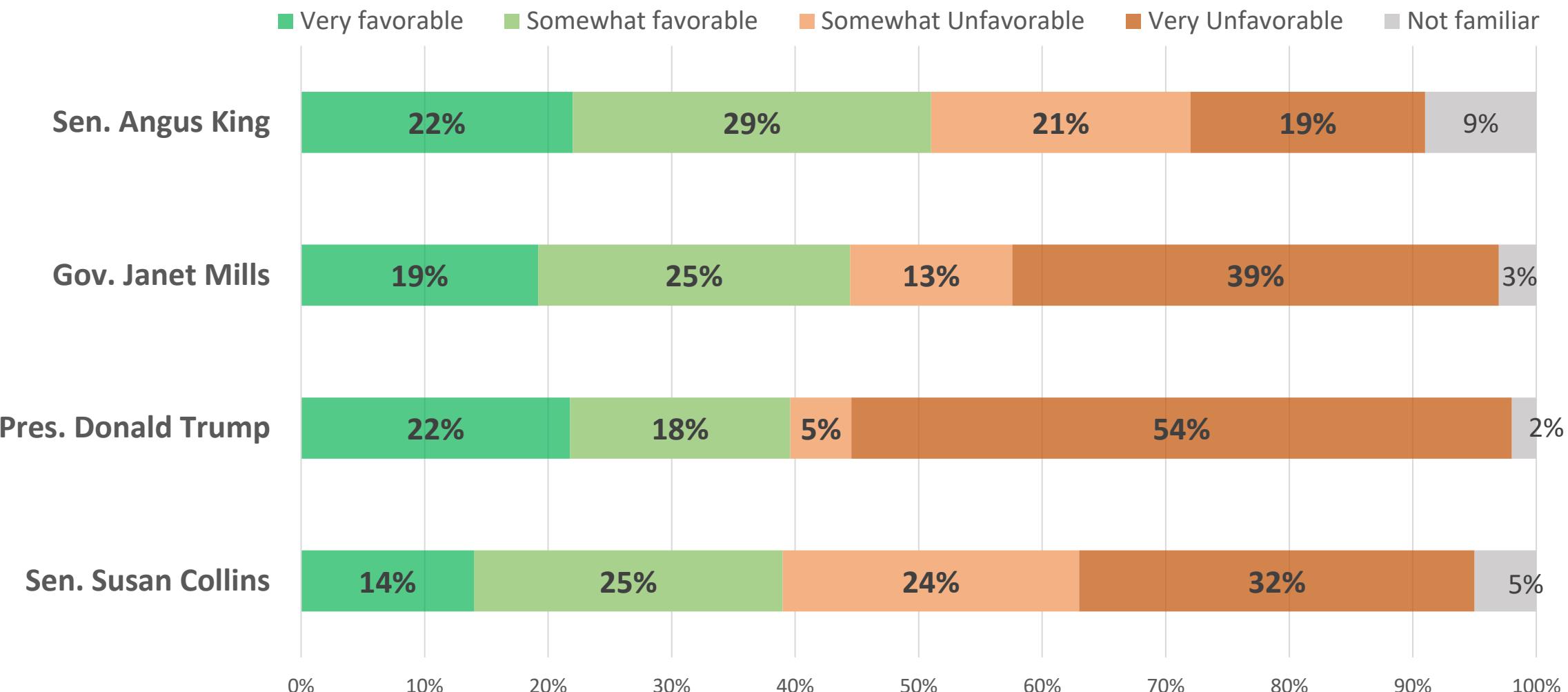
# Key Issues Facing the State of Maine – Top 3 Issues Combined

Respondents most frequently named (1) Cost of living / Inflation, (2) Healthcare access / Affordability, and (3) Housing / Homelessness as the most important issues facing the State of Maine today. Data below represents the sum of respondents' top three issues.



- *What do you think are the three most important issues facing the State of Maine today?*

# Favorability Ratings – National and State Political Figures



- The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. If you aren’t familiar with that person, check the box saying “not familiar.”

# Net Favorability, Maine Political Figures (% Favorable - % Unfavorable)

Sen. Angus King	<b>+11</b>
Governor Janet Mills	<b>-8</b>
Sen. Susan Collins	<b>-17</b>
Pres. Donald Trump	<b>-19</b>

- Among statewide and national figures tested, only Senator King has a positive net favorability rating.
- Net favorability for all figures tested declined by double-digit margins from the levels recorded in May 2025.

- *The following are the names of some people holding public office in Maine and nationally. For each person, please indicate whether you have a “very favorable”, “somewhat favorable”, “somewhat unfavorable”, or “very unfavorable” opinion of them. If you aren’t familiar with that person, check the box saying “not familiar.”*

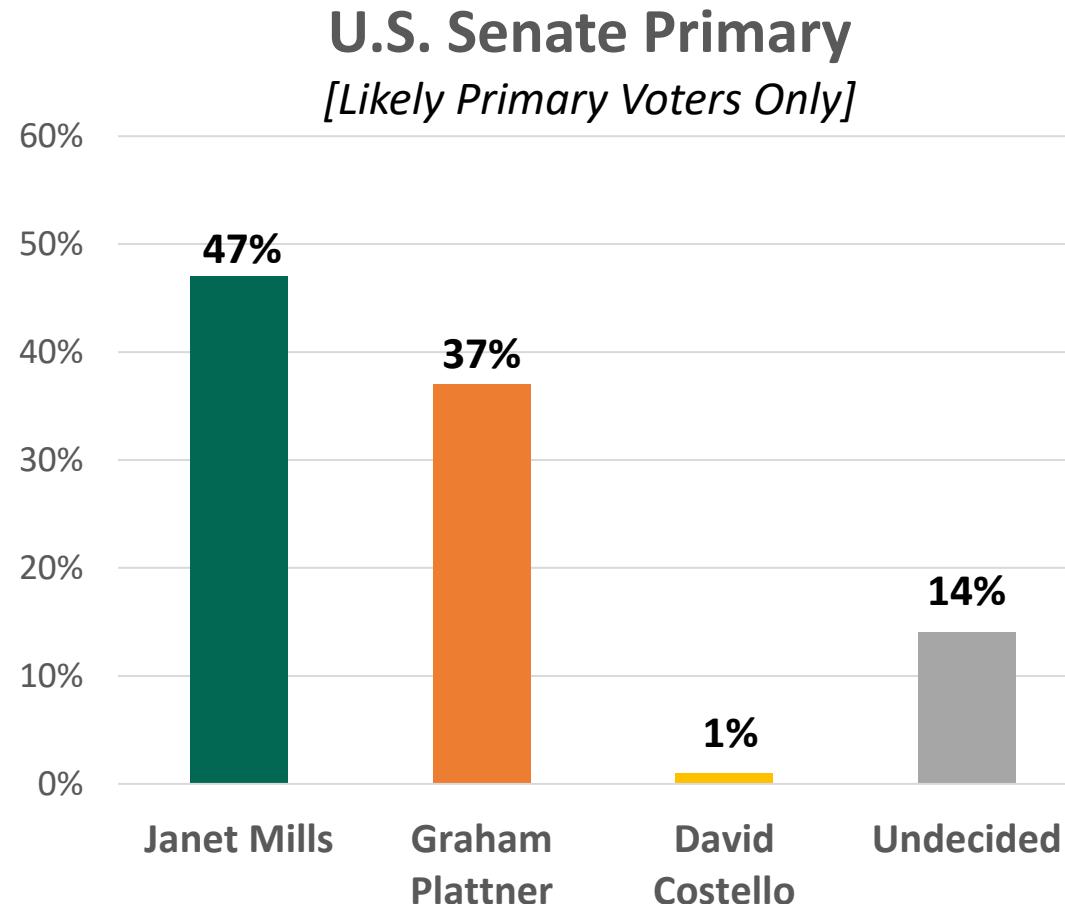
### III. Pan Atlantic 67th Omnibus Poll Results:

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#### 2026 U.S. Senate Election

## U.S. Senate Primary

In the Democratic Senate primary, Janet Mills leads Graham Platner by a margin of 10 percentage points among likely primary voters.



- 1% of respondents named David Costello as their preferred candidate, while 14% of respondents indicated that they are currently undecided.
- Mills leads Platner 54%-23% among likely primary voters in the 2<sup>nd</sup> Congressional District, while Platner leads Mills 45%-43% in CD-1.
- Support level varied strongly by age and gender, as shown on the following page.

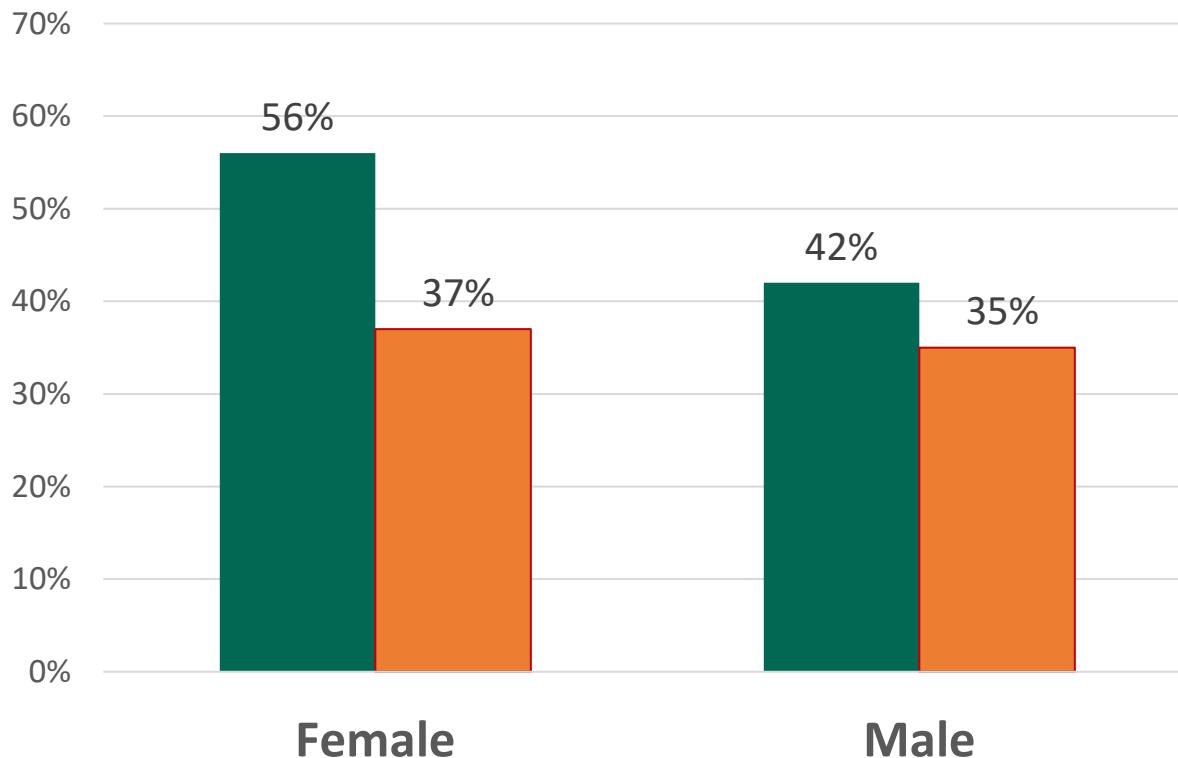
- *If the Democratic primary for U.S. Senate were held today, which of the following candidates would you support? [Likely primary voters only]*

# U.S. Senate Primary – Key Demographics

*Likely Democratic Primary Voters Only; n=318*

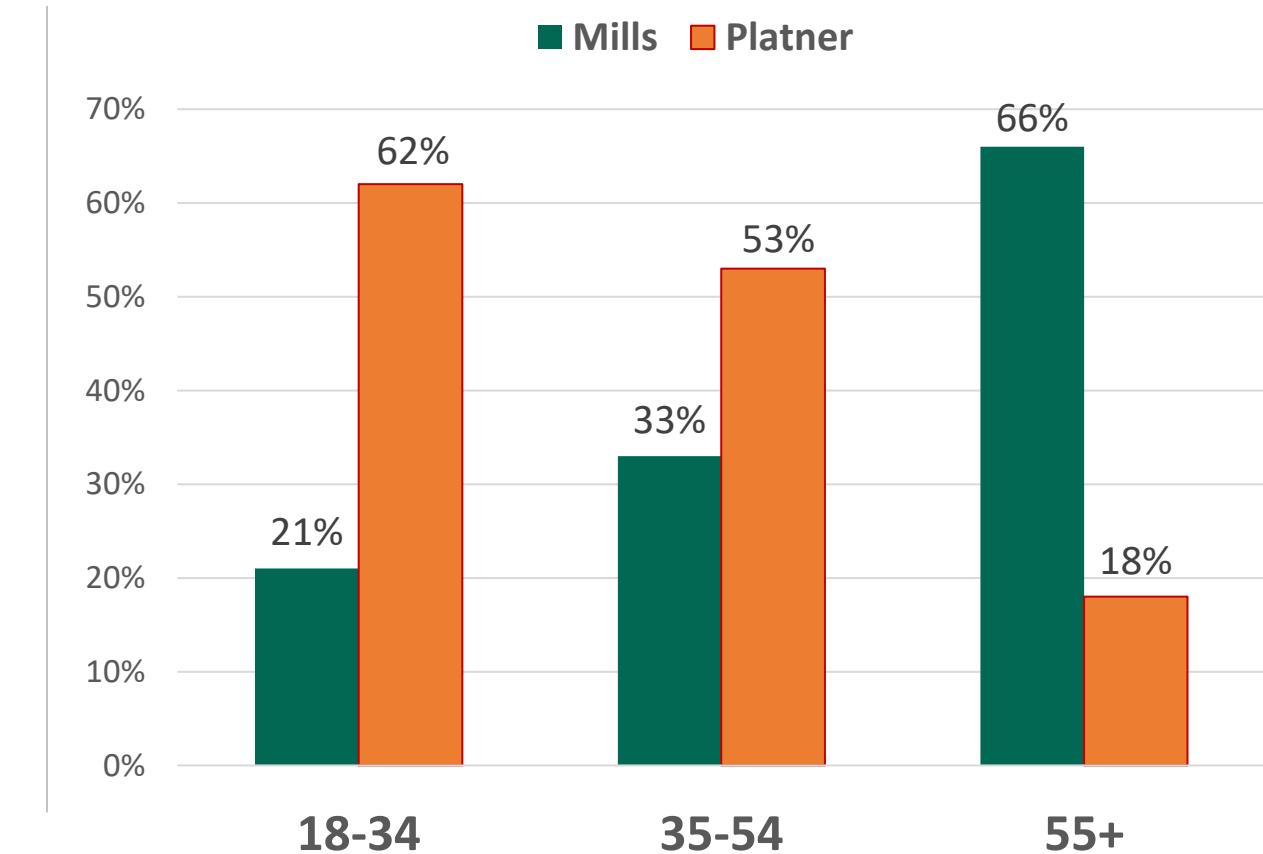
## Primary Support by Gender

■ Mills ■ Platner



## Primary Support by Age

■ Mills ■ Platner

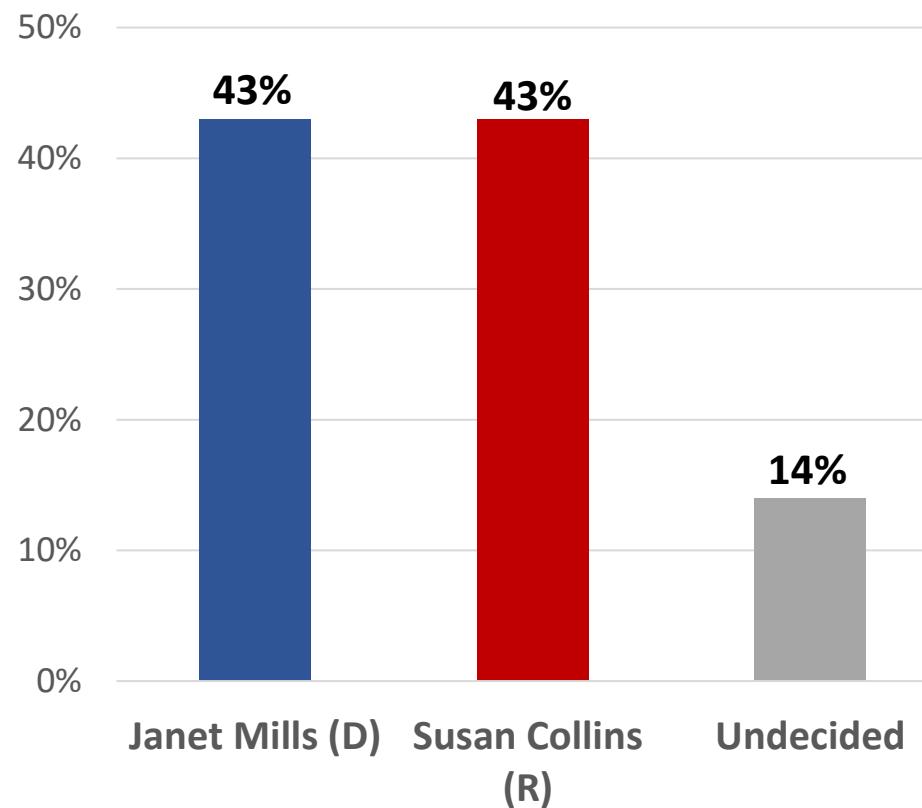


- *If the Democratic primary for U.S. Senate were held today, which of the following candidates would you support? [Likely primary voters only]*

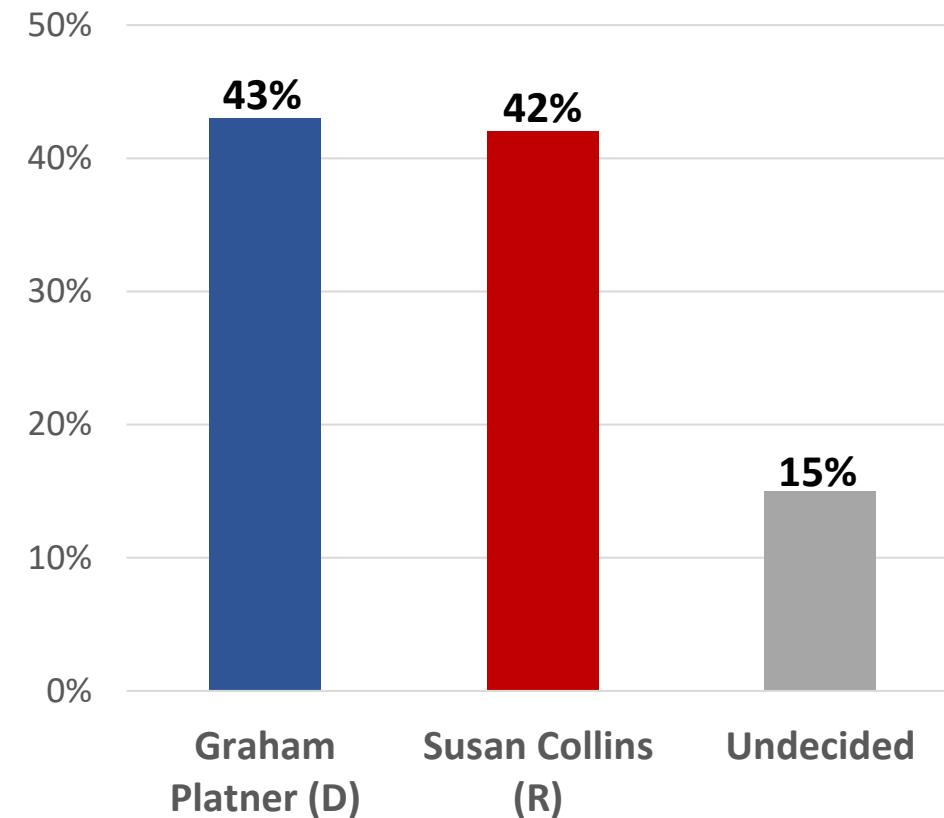
## U.S. Senate General Election

In either potential general election matchup, polling indicates a tight race with about 15% of likely voters still undecided.

### U.S. Senate Election: Mills-Collins



### U.S. Senate Election: Platner-Collins



- *If the 2026 election for U.S. Senate were held today, and the candidates were [Janet Mills / Graham Platner] (Democrat) and Susan Collins (Republican), for whom would you vote?*

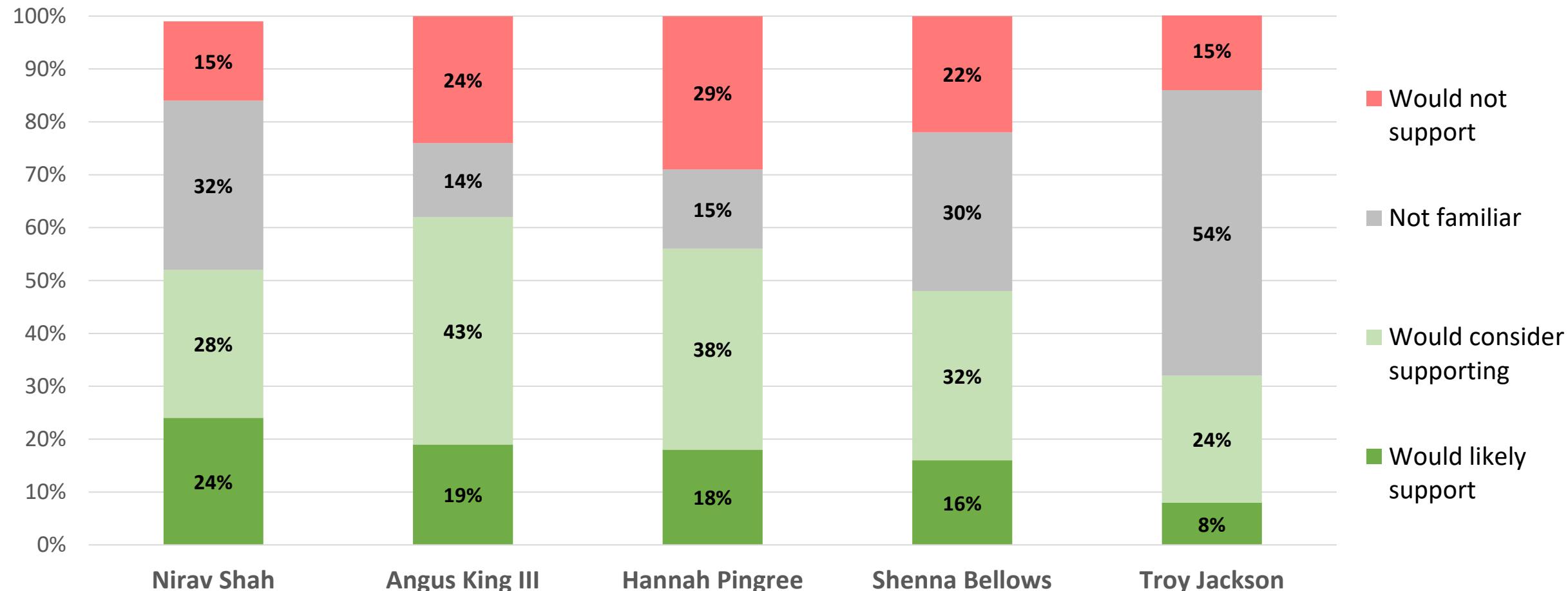
### III. Pan Atlantic 67<sup>th</sup> Omnibus Poll Results:

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#### 2026 Maine Gubernatorial Primaries

## Voting Intentions – Democratic Gubernatorial Primary

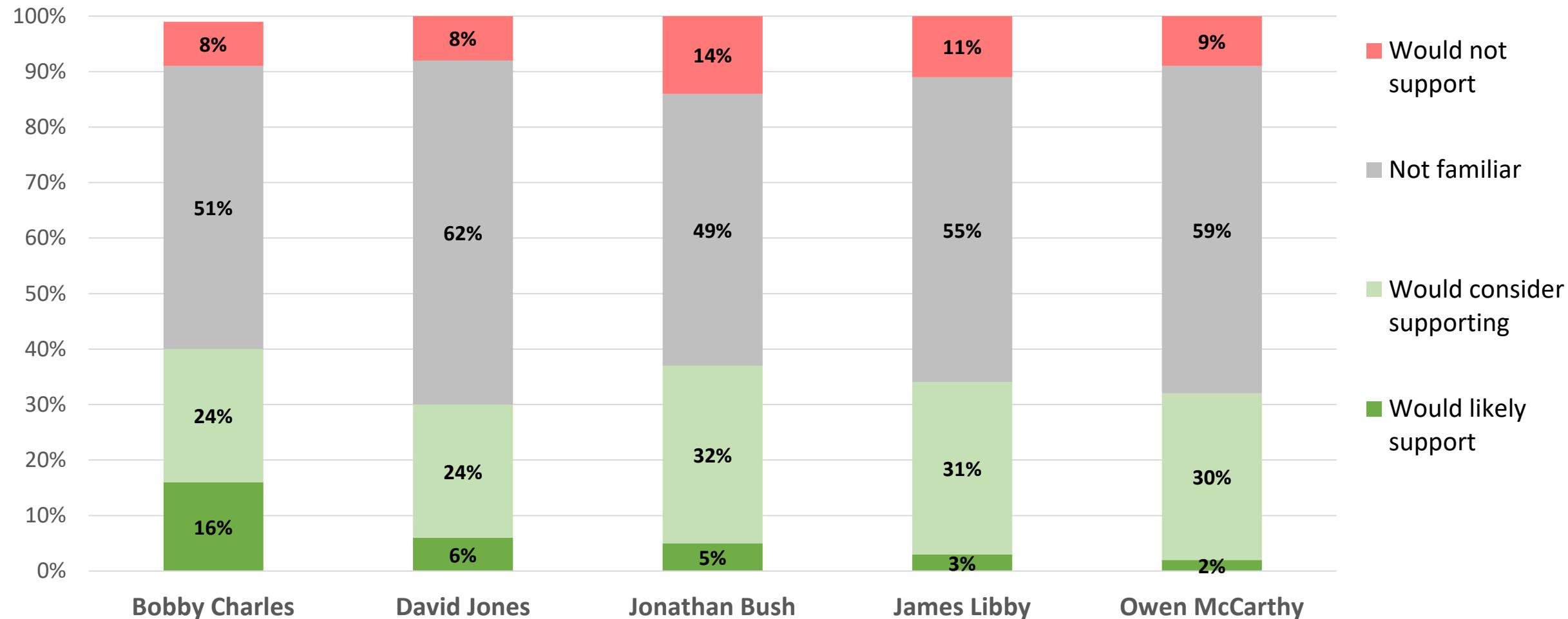
Likely Democratic Primary Voters Only; n=318



- Below are some people who have been discussed as potential Democratic candidates for Governor in 2026. For each candidate, please indicate your likelihood of supporting them in the Democratic primary for the 2026 Gubernatorial Election:

# Voting Intentions – Republican Gubernatorial Primary

*Likely Republican Gubernatorial Primary Voters Only; n=312*



- Below are some people who have been discussed as potential Republican candidates for Governor in 2026. For each candidate, please indicate your likelihood of supporting them in the Republican primary for the 2026 Gubernatorial Election:

# Voting Intentions – Gubernatorial Primaries

- Among likely Democratic gubernatorial primary voters, 24% said that they "would likely support" former Maine CDC Director Nirav Shah, 19% said that they "would likely support" businessman Angus King III, and 18% said that they "would likely support" former Maine House Speaker Hannah Pingree.
- Likely Republican gubernatorial primary voters were also asked about support levels for potential gubernatorial candidates. 16% stated that they "would likely support" former U.S. Assistant Secretary of State Bobby Charles.
  - However, at least 49% of respondents stated that they were unfamiliar with each of the Republican gubernatorial candidates tested.
- *Below are some people who have been discussed as potential [Republican/Democratic] candidates for Governor in 2026. For each candidate, please indicate your likelihood of supporting them in the [Republican/Democratic] primary for the 2026 Gubernatorial Election:*

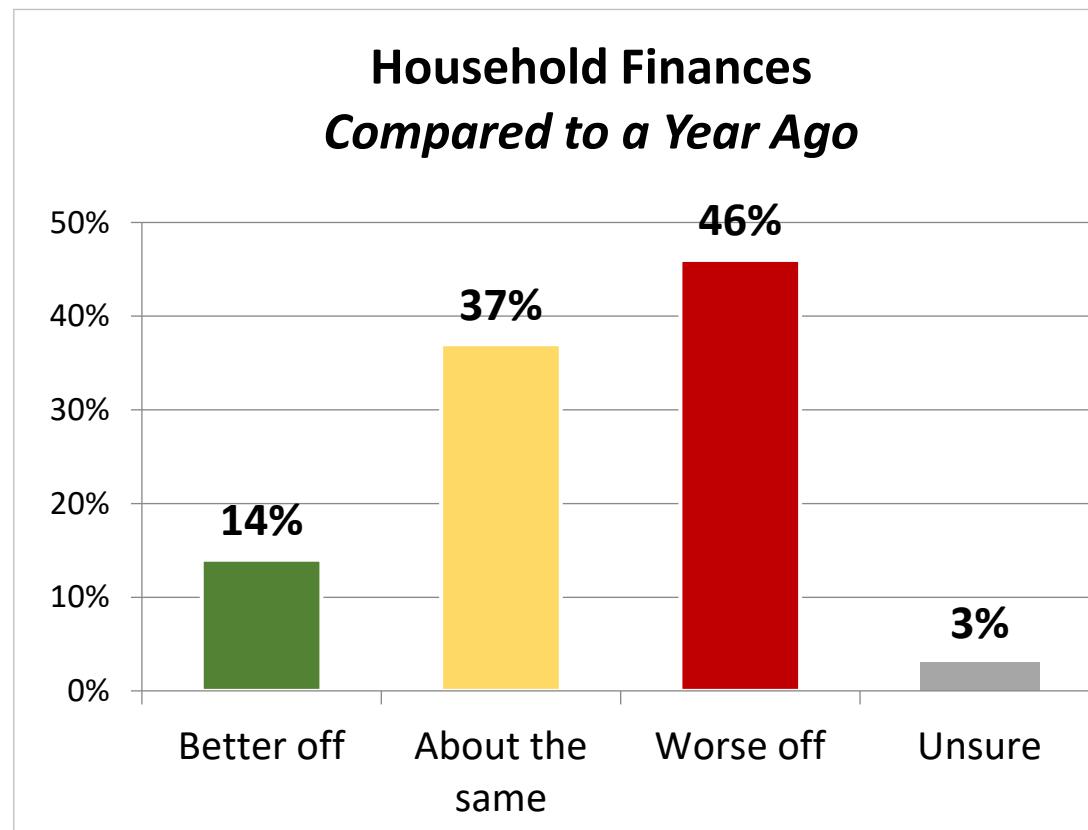
## III. Pan Atlantic 67th Omnibus Poll Results:

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### Political and Economic Issues

# Mainers' Household Financial Situation

46% of Mainers say that their household is financially “worse off” than they were a year ago compared to 14% of Mainers who say that their household is “better off.”

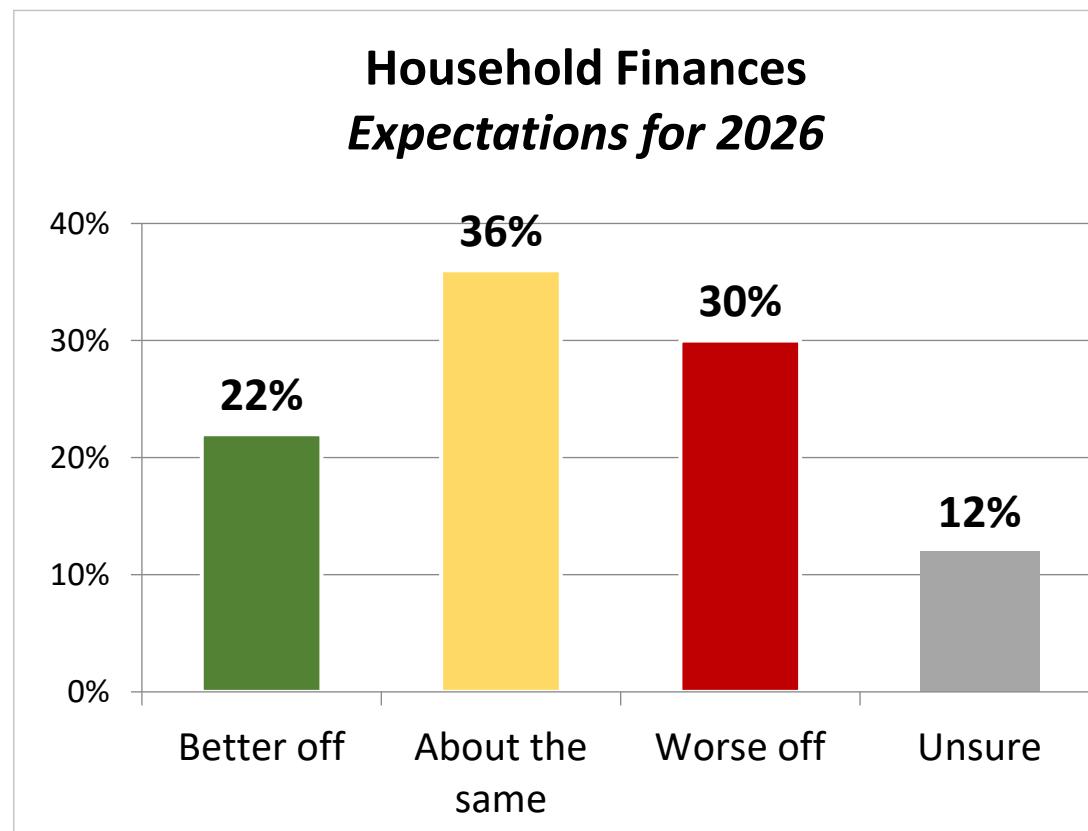


- Respondents of all parties were more likely to say that their household financial situation is worse than a year ago:
  - Democrats: 51% “worse,” 10% “better”
  - Independents: 49% “worse,” 16% “better”
  - Republicans: 43% “worse,” 21% “better”

- *Would you say that you (and your family living with you) are better off or worse off financially than you were a year ago?*

# Mainers' Household Financial Situation

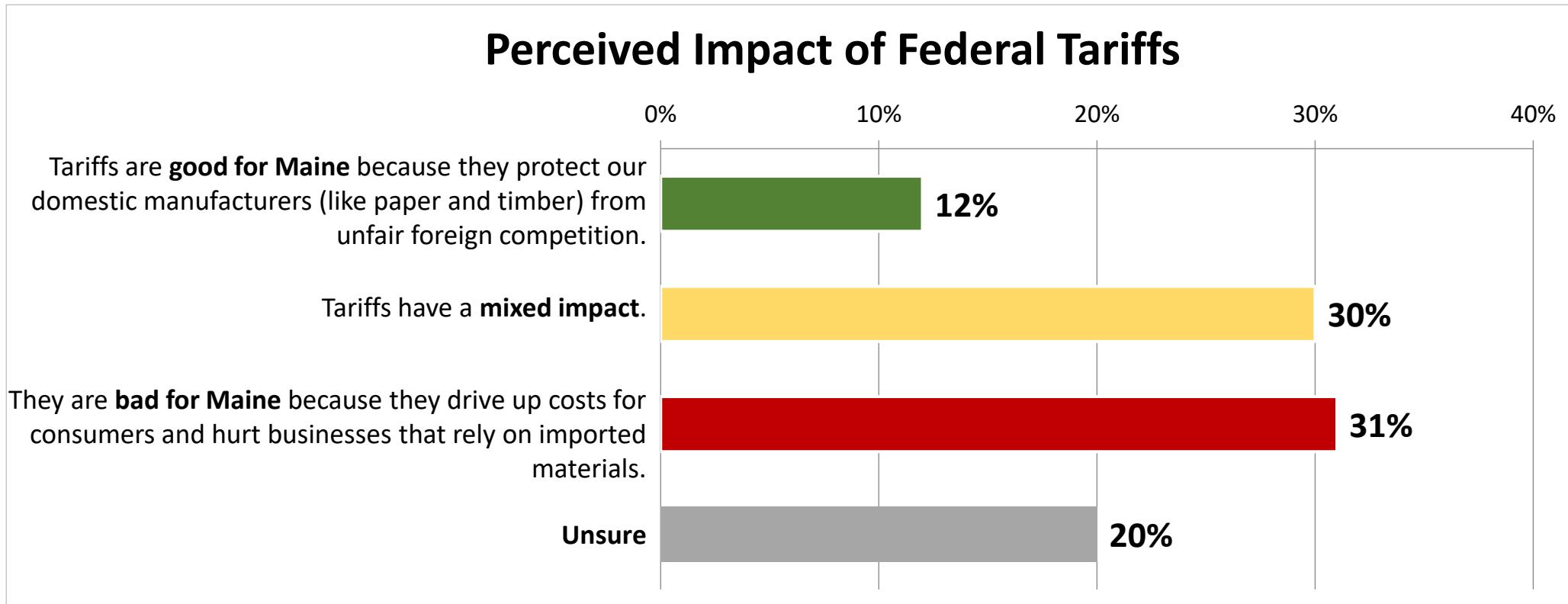
Looking ahead to next year, 22% expect that their financial situation will be “better off” compared to 30% who expect to be “worse off.”



- Democrats and Independents were more likely to say that they expect their household to be “worse off” next year; however, Republicans expect to be “better off”:
  - **Democrats:** 47% “worse,” 14% “better”
  - **Independents:** 29% “worse,” 20% “better”
  - **Republicans:** 22% “worse,” 32% “better”
- *Looking ahead, do you think that a year from now you (and your family living with you) will be better off financially, or worse off, or just about the same as now?*

# Impact of Federal Tariffs on Maine

31% of respondents agreed that tariffs are bad for Maine because they drive up costs and hurt businesses. 12% agreed that tariffs are good for Maine because they protect domestic manufacturers.



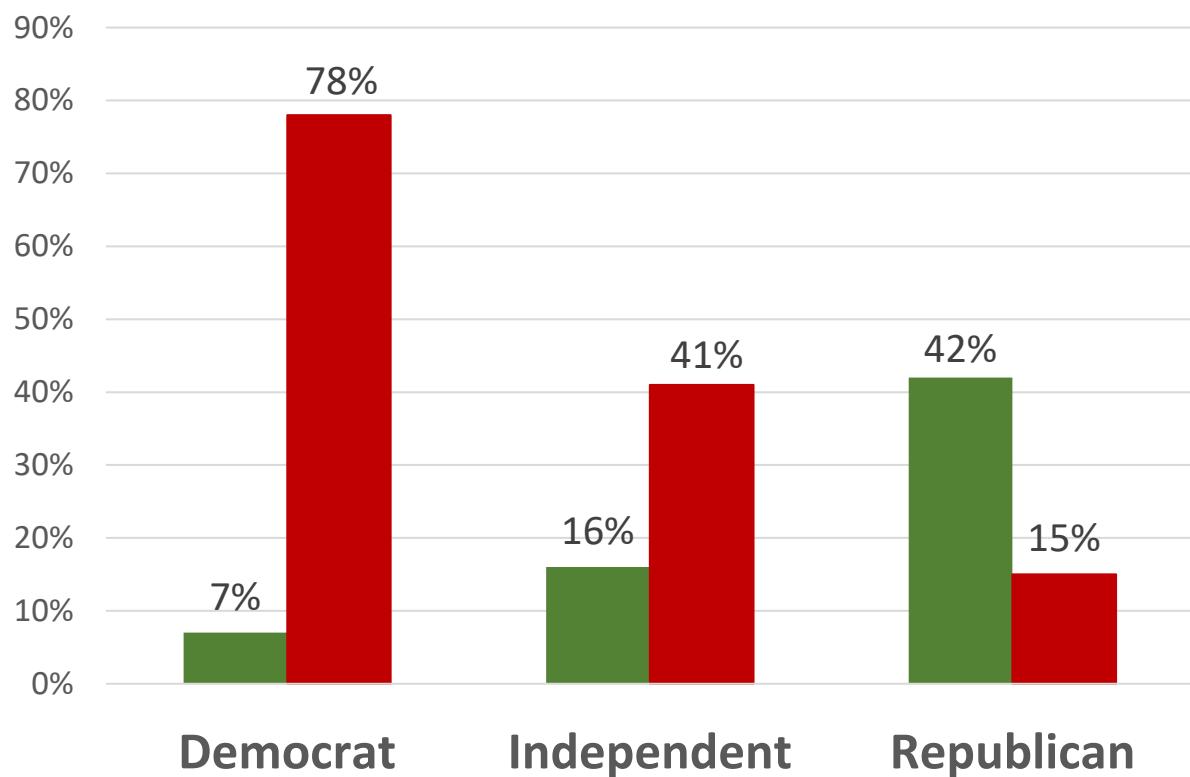
- Recently, there has been significant debate about increasing federal tariffs on imported goods. Which of the following comes closer to your view on how these tariffs affect Maine?

# Perceived Impact of Federal Tariffs

## Key Demographics

### Support for Tariffs by Party

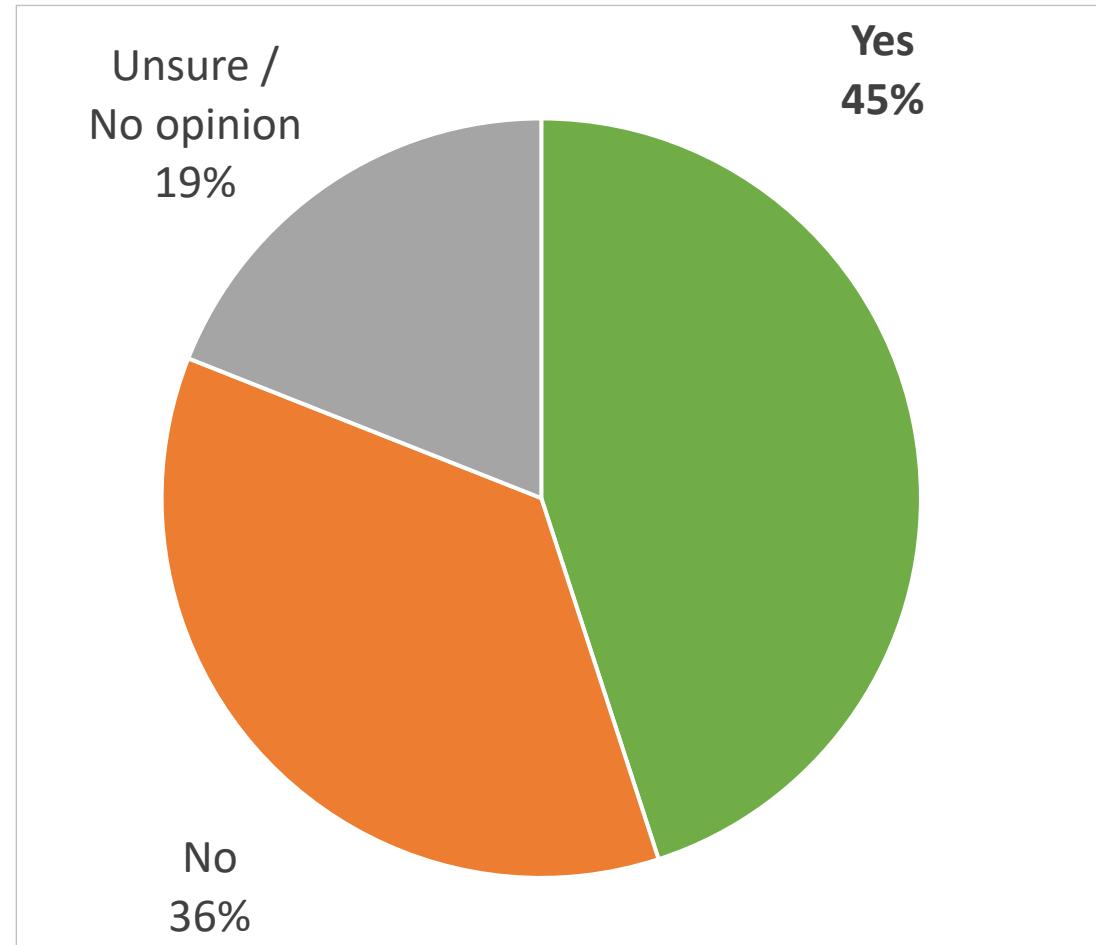
■ Good for Maine ■ Bad for Maine



- 78% of Democrats say that tariffs are “bad for Maine” versus 41% of Independents and 15% of Republicans.
- 38% of respondents with annual household incomes below \$50,000 say that tariffs are “bad for Maine” compared to 49% of those with annual household incomes above \$50,000.

- *Recently, there has been significant debate about increasing federal tariffs on imported goods. Which of the following comes closer to your view on how these tariffs affect Maine?*

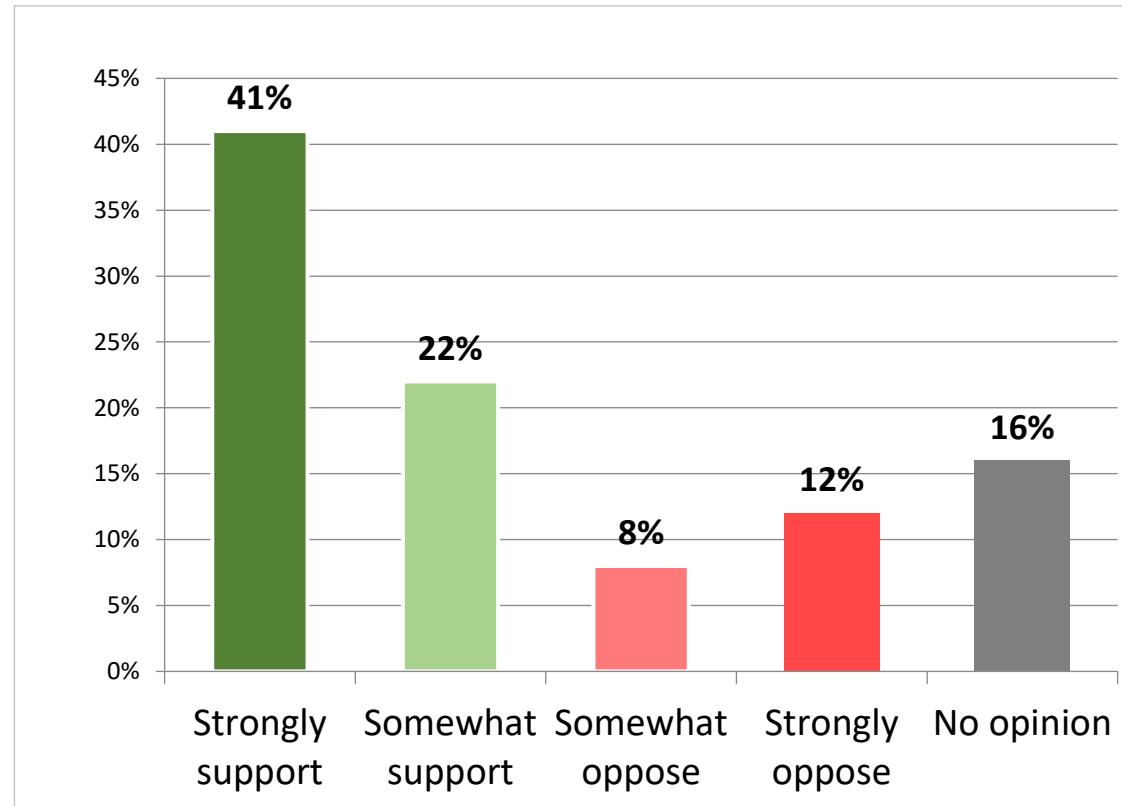
# Transgender Athlete Policies



- A plurality of respondents (45%) said that they believe that Maine should comply with federal demands to change transgender athlete policies to avoid losing federal education funding. This represents a decline of 9 percentage points from the level recorded in May.
- 36% of respondents said that Maine should not comply with federal demands, while 19% were undecided on this question.
- 78% of Republicans, 46% of Independents and 17% of Democrats agreed that Maine should comply with federal demands.
- *Should Maine comply with federal demands to change transgender athlete policies to avoid losing federal education funding, or should Maine retain its current policy despite potential financial penalties?*

# National “Medicare for All” Healthcare System

63% of respondents indicated that they support the implementation of a national “Medicare for All” healthcare system (41% “strongly,” 22% “somewhat”).



- 20% of respondents said that they oppose such a system “strongly” (12%) or “somewhat” (8%).
- 16% of respondents said that they have no opinion.
- 87% of Democrats, 71% of Independents, and 35% of Republicans said that they support the effort, overall.

- *Do you support or oppose the implementation of a national “Medicare for All” healthcare system?*

## IV. Demographics of the Sample

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# Demographics of the Sample

Political Party	
Democrat	<b>34%</b>
Republican	<b>32%</b>
Independent	<b>29%</b>
Other party	<b>2%</b>
Don't know / Prefer not to answer	<b>4%</b>

Level of Education	
Less than 4-year degree	<b>60%</b>
Four-year college degree or more	<b>40%</b>
Prefer not to answer	<b>&lt;1%</b>

# Demographics of the Sample

Age	
18-34	<b>24%</b>
35-54	<b>28%</b>
55+	<b>46%</b>
Prefer not to answer	<b>1%</b>

Household Income Level	
Less than \$50,000	<b>37%</b>
\$50,000 to under \$100,000	<b>32%</b>
\$100,000 or more	<b>25%</b>
Don't know / Prefer not to answer	<b>6%</b>

# Demographics of the Sample

Gender	
Female	<b>51%</b>
Male	<b>47%</b>
Non-binary	<b>1%</b>
Prefer not to answer	<b>&lt;1%</b>

Congressional District	
CD 1	<b>53%</b>
CD2	<b>47%</b>